

## ABSTRAK

Concept about Indonesia in transnational media product is an interesting issue in cultural globalization era. Therefore, this study formulate the research problem about how Indonesia Concept and its collective imagination in National Geographic Indonesia (NGI) Magazine. This research uses postcolonial perspective which expect to explore the meaning of Indonesia through photos journalistic.

In the discussion of postcolonial, diaspora, hybridity, and mimicry in addition othersness be the key of postcolonial studies. This research uses visual methods in image sites which is expected to answer the research problems concerning on Indonesia concept in NGI magazine as transnational magazine.

Through the findings of the analysis of data in four segments: the Indonesian people, the symbols of nationalism, Indonesian culture, landscape, produce the research which proved that Indonesia cannot be separated from the shadow of colonialism practice both physically and culturally through transnational media, NGI. While the collective imagination of Indonesia still cannot be separated from what is imagined by West against the Dutch East Indies archipelago is transformed into Indonesian.

Keyword: Indonesia, Nasionalism, Postcolonial, Transnational, Media